

Abstract of The Invention

This invention relates to an advertisement machine which provides advertisements to a user searching for desired information within a data network. The machine
5 receives, from a user, a search request including a search argument corresponding to the desired information and searches, based upon the received search argument, a first database having data network related information to generate search results. It also correlating the received
10 search argument to a particular advertisement in a second database having advertisement related information. The search results together with the particular advertisement are provided by the machine to the user.

658020-412560